

MOTION BY SUPERVISORS MICHAEL D. ANTONOVICH AND
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MARCH 26, 2013

AMENDMENT TO ITEM #16

In October 2012, the Board of Supervisors requested that the Chief Executive Officer (CEO) meet with the film industry and others to review the recently implemented filming fees for Grand Park with the purpose of promoting a more film friendly fee structure, given that the current rates are \$20,000 a day per block.

While these meetings have resulted in the CEO proposing significantly reduced rates for filming and still photography in Grand Park, input from the film industry is that the rate reductions, while significant from their high starting point, are still too high, especially given the untested market for filming at Grand Park. While the Huntington Library and Griffith Observatory were used as benchmarks for the CEO's new proposed fees, these are long established icons, in part, because filming has promoted them as such.

To help establish Grand Park as an icon for the County and City of Los Angeles and to promote a more film friendly fee structure and the economic benefits that come with it, at its meeting of February 14, 2013, the Grand Park Advisory Board recommended that the Board of Supervisors adopt a six-month pilot program that charged \$0 fees, other than cost recovery for staff time, security, and other required services, for filming activities at Grand Park.

The Advisory Board's recommendation is based on several factors:

- The State of California and the City of Los Angeles currently do not charge to film at State and City facilities.
- The County's own current rate to film at County operated facilities is a negligible \$800 per day.

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- It was agreed that use of the Park for film activities will not impact Park programming, and Park activities will remain the first priority of park operations.
- Film industry representatives will work with the Park Director and the CEO to develop filming guidelines and procedures.
- Use of the Park for filming at appropriate times will help promote the Park as a destination and as an iconic part of downtown Los Angeles.

WE, THEREFORE, MOVE that the Board of Supervisors direct the Chief Executive Officer to do the following:

- 1) Eliminate the film rental rates for Grand Park to \$0, not including staff and other required costs, for a six-month pilot program to establish the market for filming at Grand Park;
- 2) Direct CEO staff and the Park Director to work with film industry representatives to develop filming guidelines and procedures so that filming does not impact Park programming and that Park activities will remain the first priority of Park operations; and
- 3) Report back to the Board at the completion of the six-month pilot program, and after a full review by the Grand Park Advisory Board, on the Park's film and commercial activity, as well as budgetary costs incurred, and review whether the rates and/or procedures should be revised as necessary to ensure the County's first priority of public enjoyment at the Park.

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